

NEWSLETTER.APR 2024

THE GOELD RUSH

NAVIGATING
WITH A GOELDEN
MOMEMNTUM



MARCHING FORWARD: A TALE OF TRIUMPH AND GROWTH

Dear Stakeholders & Valued Readers,

As we stride into another month of progress and possibilities, I am delighted to share some exciting updates with all of you.

First and foremost, I am thrilled to witness the rapid expansion of our team. We have been fortunate to welcome aboard some of the finest talents in the industry. Their expertise and dedication will undoubtedly contribute to our collective success, and I extend a warm welcome to each new member.

On the international front, I am pleased to announce that our efforts in the export market have yielded promising results. We have successfully secured 3 significant orders totaling 17 containers from esteemed clients in the UK, Australia, and the US. This accomplishment is a testament to the quality of our products.

Additionally, I am proud to share that our Essential Oils Division has been awarded the prestigious BIS Certification, underscoring our commitment to maintaining the highest standards of quality and compliance.

Furthermore, I am pleased to report that our recent SEDEX Audit was completed successfully. This reaffirms our commitment to ethical business practices and transparency in our operations.

As we continue on our journey of growth and innovation, let us remain steadfast in our commitment to excellence, integrity, and collaboration. Together, we will overcome any challenges and seize countless opportunities.

Archit Goel
Diretor & CFO



EXPANDING FRONTIERS: GOELD'S NEW CHAPTER UNFOLDS!

Dear Valued Readers,

I hope this note finds you in high spirits and good health.

I am delighted to share some exciting updates from our retail sales division. The recent launch of Green Peas in the GT market has garnered a positive response, which fills us with immense pride and motivates us to continue delivering top-notch products. Building on this success, we are thrilled to announce that Green Peas will soon be available on Blinkit, further expanding our reach and accessibility to consumers.

As we look ahead, one of our major initiatives this year is a strategic price drop to enhance our competitiveness in the market. By ensuring that our products are not only of superior quality but also priced competitively, we aim to solidify our position as a preferred choice among consumers.

In line with our growth strategy, we are actively expanding our team to penetrate new cities and territories. This expansion will enable us to better serve our customers and meet the increasing demand for our products.

Additionally, we are steadfast in our efforts to grow our distributor network, with a target of reaching 150 distributors by the next quarter. This will not only strengthen our presence in the market but also create new avenues for growth and collaboration.

I am confident that with the dedication and hard work of each team member, we will continue to achieve new milestones and drive success in the retail segment. Let us embark on this journey with enthusiasm and determination, knowing that together, we can accomplish great things.

Rana Sudhanshu
Head - Retail Sales

EXPANDING FRONTIERS: GOELD'S NEW CHAPTER UNFOLDS!

Dear Readers,

I hope this note finds you in good spirits and high energy as we dive into the new month of April. It's been an exhilarating journey so far, and I'm thrilled to share some exciting updates from our B2B and HORECA channels.

Firstly, I'm pleased to announce that our HoReCa channel is experiencing remarkable growth, with a staggering 35% increase compared to last year. This growth is a testament to our relentless efforts and commitment to delivering exceptional value to our partners in the hospitality industry.

In addition, I'm delighted to share that we've onboarded 25 new customers in the month of April alone. These new partnerships will play a crucial role in expanding our network and further strengthening our presence in the market.

To capitalize on our momentum and enhance our market share, we've recently launched our new product – burger patties. This addition to our portfolio reflects our dedication to meeting the evolving needs of our customers and staying ahead of industry trends. But that's not all – we have several more exciting initiatives in the pipeline, and I can't wait to share them with you soon.

As we continue to push boundaries and strive for excellence, I want to extend my gratitude to each and every one of you for your unwavering dedication and hard work. Together, we will conquer new heights and achieve even greater success in the days to come.

Best Regards,
Vishal Shrivastav
National Head – B2B & HORECA

FROM LOCAL TO GLOBAL: GOELD'S EXPEDITION ABROAD

Dear Readers,

I trust this message finds you well and brimming with enthusiasm as we embark on our journey to conquer new horizons in the export market. It gives me immense pleasure to share some exciting updates from our sales and export endeavors.

At Goeld, we are strategically planning and executing our expansion efforts in the export market with precision and determination. I am thrilled to announce that our efforts have borne fruit, as we've successfully secured significant orders from the Australian market, further solidifying our presence in the global arena. Additionally, we are actively expanding our product range in the UK market, tapping into new opportunities and avenues for growth.

Central to our success in the export market is our unwavering commitment to maintaining the highest standards of quality at every step of the production, storage, and transportation process. We understand the importance of delivering products that meet and exceed the expectations of our international customers, and our stringent quality control measures reflect this dedication to excellence.

Furthermore, we recognize the importance of building a strong brand presence in our target markets. To this end, we are investing in robust marketing and promotional activities aimed at enhancing brand visibility and awareness. By effectively communicating the unique value proposition of our products, we aim to establish ourselves as a trusted and preferred choice among consumers worldwide.

**Best Regards,
Sagar Goyal
Sales Manager**



EXPERIENCE THE STRENGTH AND DEVOTION



Hanuman Janmotsav Celebration

As we welcomed April's cheerful vibes, the Goeld family celebrated Hanuman Janmotsav—a day filled with determination, love, and loyalty. In the midst of our busy lives, it's a moment to reflect on Lord Hanuman's wisdom and bravery.

Lord Hanuman, a symbol of devotion and courage, inspires millions worldwide. His loyalty to Lord Rama, bravery in tough times, and incredible strength remind us of our own potential. At Goeld Frozen Foods, we're inspired by Hanuman's spirit. We go beyond limits to offer top-quality frozen foods with care and dedication, just like Hanuman served his beloved Lord with unwavering devotion.



MEET THE GOELDEN PERFORMERS OF THE MONTH

Delivering Beyond Targets

PANKAJ KUMAR PANDEY – 133%

(Sr. SO – C.G.)

KAILASH ANERAO – 104%

(ASE – PUNE)

SUSHANT GUPTA – 104%

(SO – DELHI)

RAJA SAGAR SINGH – 103%

(SO – C.G.)

MANOJ KATOCH – 95%

(ASE – JAIPUR)

